



## Hispanic Owned Businesses: A Deeper Look

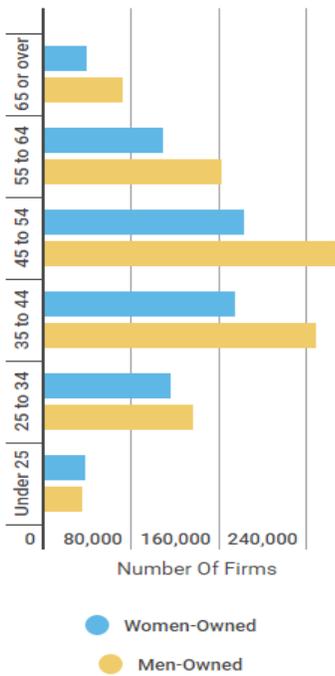
September 2016

NWBC Analysis of 2012 Survey of Business Owners

### ★ NUMBERS AND CHARACTERISTICS FOR HISPANIC OWNED FIRMS, 2012 ★

Gender	Number of Firms	% of Total Hispanic Firms	Total Receipts (\$1,000)	Number of Employer Firms	Receipts of Employer Firms (\$1,000)	Employment	Payroll
Women-Owned	1,469,991	34.9%	78,679,717	67,079	51,379,695	470,726	13,151,297
Men-Owned	1,702,559	54.31%	359,098,104	188,130	298,568,136	1,622,404	52,149,832
Equally-Owned	133,322	10.83%	35,858,123	32,293	30,047,168	236,423	5,554,576

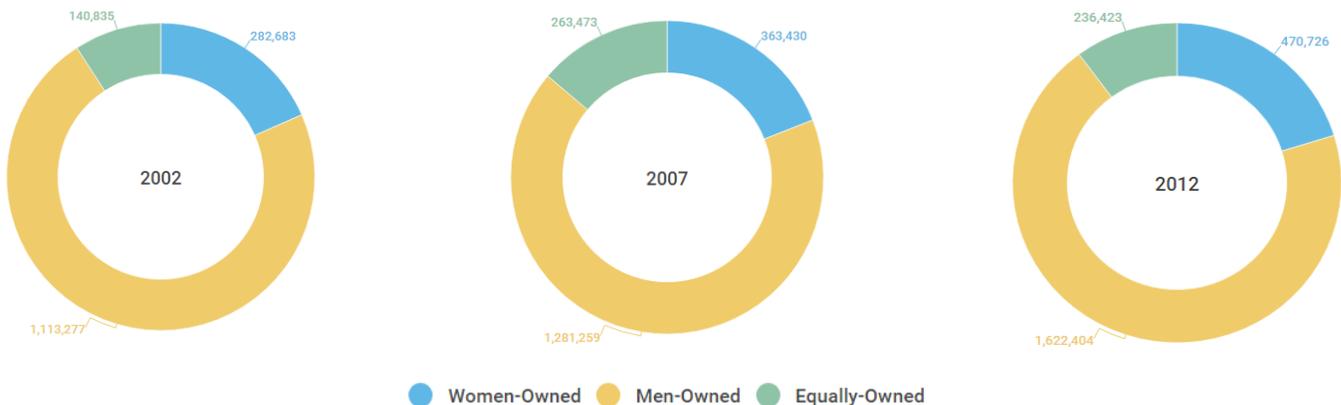
**HISPANIC OWNED FIRMS BY AGE, 2012**



**HISPANIC OWNED FIRMS BY AVERAGE RECEIPTS, 2002 - 2012**



**HISPANIC OWNED FIRMS BY EMPLOYMENT, 2002 - 2012**



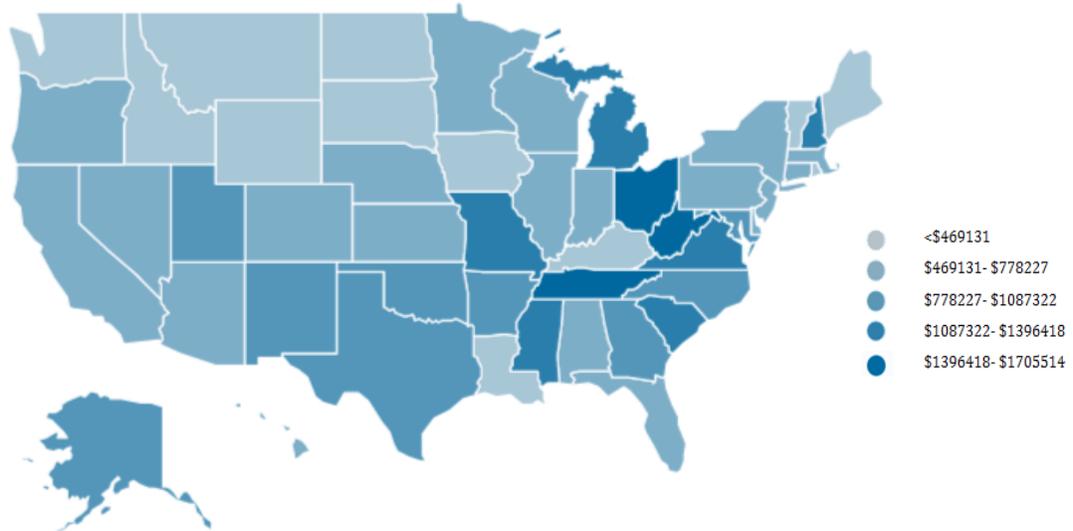


## Hispanic Owned Businesses: A Deeper Look Continued

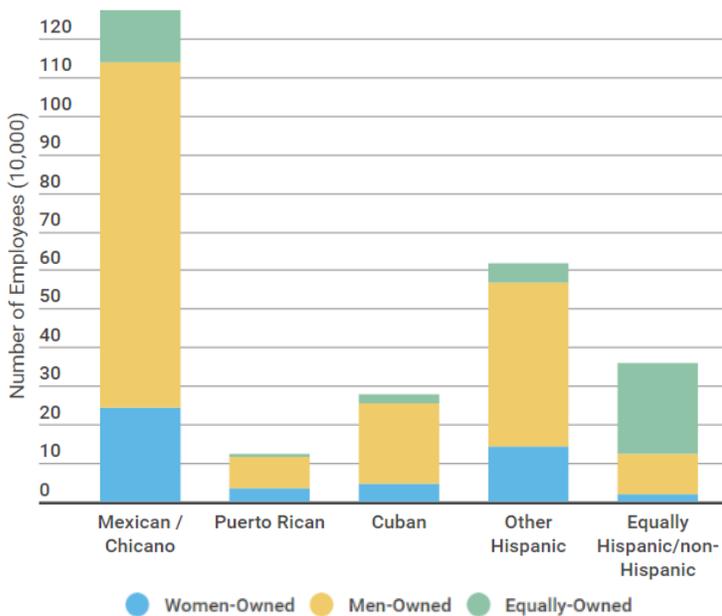
### ★ NUMBERS AND CHARACTERISTICS FOR HISPANIC WOMEN-OWNED FIRMS, 2012 ★

Heritage of Women-Owned Business (WOBs) <sup>1</sup>	Number of WOBs	% of Total Hispanic WOBs	Total Receipts (\$1,000)	Number of Employer WOBs	Receipts of Employer WOBs (\$1,000)	Employment	Payroll
Mexican / Chicano	694,113	47.2%	36,376,795	29,640	23,092,487	243,756	6,018,620
Puerto Rican	136,864	9.3%	5,949,669	5,728	3,778,947	32,943	1,061,780
Cuban	110,061	7.5%	8,824,216	7,808	6,656,013	47,579	1,487,932
Other Hispanic	527,999	35.9%	27,029,656	23,701	17,378,956	143,157	4,420,930
Equally Hispanic/ non-Hispanic	5,541	0.4%	1,680,583	1,671	1,461,047	19,240	401,755

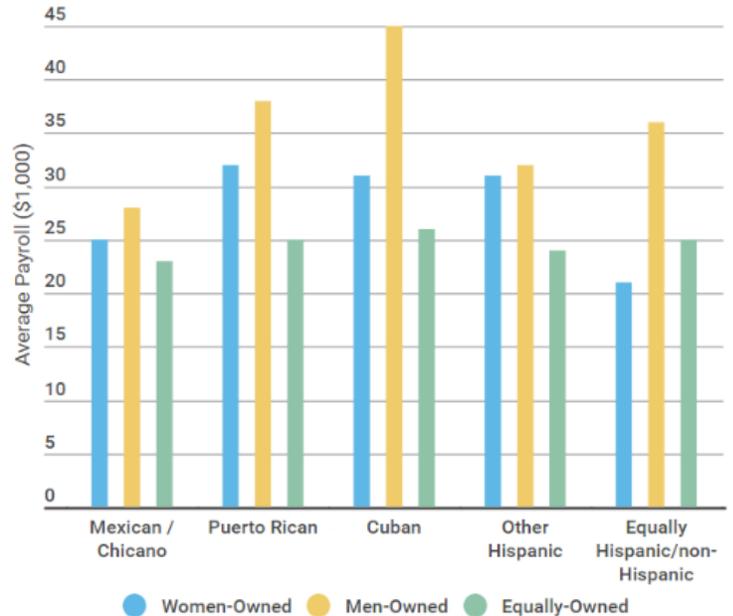
### HISPANIC WOMEN-OWNED EMPLOYER FIRMS BY AVERAGE RECEIPTS, 2012



### HISPANIC OWNED FIRMS BY EMPLOYMENT, 2012



### HISPANIC OWNED FIRMS BY AVERAGE PAYROLL, 2012



<sup>1</sup>Women-owned businesses, as defined by the U.S. Census, are businesses in which women own 51 percent or more of the equity, interest, or stock of the business. Men-owned businesses are defined as men owning 51 percent or more of the equity, interest, or stock of the business. Equally men-/women-owned businesses those in which the equity, interest, or stock of the business is shared 50-50 among men and women owners. Publicly held, foreign-owned, and non-profit businesses are not included in this data.